

NEWS RELEASE



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Yokohama Rubber to Exhibit at Moscow International Automobile Salon 2012

Tokyo - The Yokohama Rubber Co., Ltd., announced today that it will participate in the Moscow International Automobile Salon 2012. The show will run from August 29 through September 9 (open to the public from August 31) in Moscow, Russia. By demonstrating three distinct strengths – the high-performance of ADVAN, the “Environmentally, Human and Socially Friendly” of BluEarth, and the safety for winter of iceGUARD – Yokohama Rubber is seeking to spread its brand image in Russia: “Passion, Speed, Confidence.”

Yokohama Rubber is one of only a few tire manufacturers active in the promotion of motor sports in Russia, supplying ADVAN tires to a number of races. Building on that recognition, in the ADVAN zone at the show visitors will find many actual racing vehicles that Yokohama supports and tuned cars demonstrating the high-performance of ADVAN. Among the tires on display will be the “ADVAN A005” racing tire, the “ADVAN Sport V105”, the next premium sport tire model, and the “ADVAN S.T.”, a new generation of SUV tires.

In the BluEarth zone, the “BluEarth AE-01” – a fuel-efficient tire for passenger cars that will be released in Russia next year – will be unveiled. Also displayed will be the full BluEarth lineup sold in Russia including the environmental flagship “BluEarth-1”, and the “GEOLANDAR SUV” developed under the BluEarth concept. In the iceGUARD zone, “iceGUARD studless iG50” for passenger cars to be released in this winter will be exhibited. Emphasis will be on technologies and new products with improved environmental performance and safety on winter roads. A wide range of other tire products, aluminum wheels and more sold in Russia will also be shown, illustrating that Yokohama Rubber is a comprehensive tire manufacturer.

Serving Russia as one of its major markets in the world, Yokohama Rubber boasts the top share there among foreign-owned tire manufacturers. In December 2011 it opened a plant to manufacture tires for passenger cars in Russia – the first Japanese tire manufacturer to do so. As its sales network grows, Yokohama Rubber is endeavoring to strengthen both its product-supply capabilities and marketing power.



Image of the Yokohama booth